



Yellow Ribbon Reintegration Program

For Those Who Serve and Those Who Support



Branding & Style Guide
October 2011

Branding & Style Guide

The Department of Defense Yellow Ribbon Reintegration Program (YRRP) brand was developed to reflect its unique mission, vision and core values. The brand also reflects the goals and objectives of the YRRP 2011-2015 strategic plan, which outlines the fundamental philosophy, principles and approach that YRRP will follow to achieve its mission:

To promote the well-being of National Guard and Reserve members, their families and communities, by connecting them with resources throughout the deployment cycle.

The YRRP logo is designed to reflect YRRP customer-focused objectives – advancing a culture of mutual support among the military and their communities, ensuring quality and relevant resources, providing engaging activities to constituents, and delivering tailored and dynamic information to the Guard and Reserve community.

The YRRP logo should be reproduced with care and precision across all applications including print materials, presentations, advertisements, websites and correspondence.

Questions regarding the use or application of the YRRP brand can be directed to:

Ms. Marie Balocki

Outreach Director

Yellow Ribbon Reintegration Program

Marie.Balocki@osd.mil

(703) 571-3189

Table of Contents

Language & Style.....	4
Clear Space Around Logo.....	5
Tagline.....	6
Primary Color Palette	7
Secondary Color Palette	8
Electronic Color Palette.....	9
Logo Usage Guideline Colors.....	10
Common Logo Application Mistakes.....	11
Font Usage.....	12
Fact Sheet Template	13
PowerPoint Presentation Template.....	14
"Link to Us" Web Buttons	15
10'x10' Exhibit Booth & Case Wrap.....	16
Exhibit Banner Stands (3 Options)	17
"The Ribbon" Newsletter Template	18

Language & Style

Do not use an acronym for the Yellow Ribbon Reintegration Program (YRRP) or any of its Directorates (e.g. Center for Excellence) on first reference. Spell the office name out the first time it appears then use the acronym, YRRP, on second reference.

For grammar, capitalization and acronym usage please adhere to existing Associated Press Style guidelines, or defer to OSD Public Affairs or Service-specific Public Affairs Offices.

For guidance on official DoD correspondence, please refer to the DoD Manual for Written Material: Correspondence Management found here (5110.04-M-V1):

http://www.dtic.mil/whs/directives/corres/pdf/511004m_v1.pdf

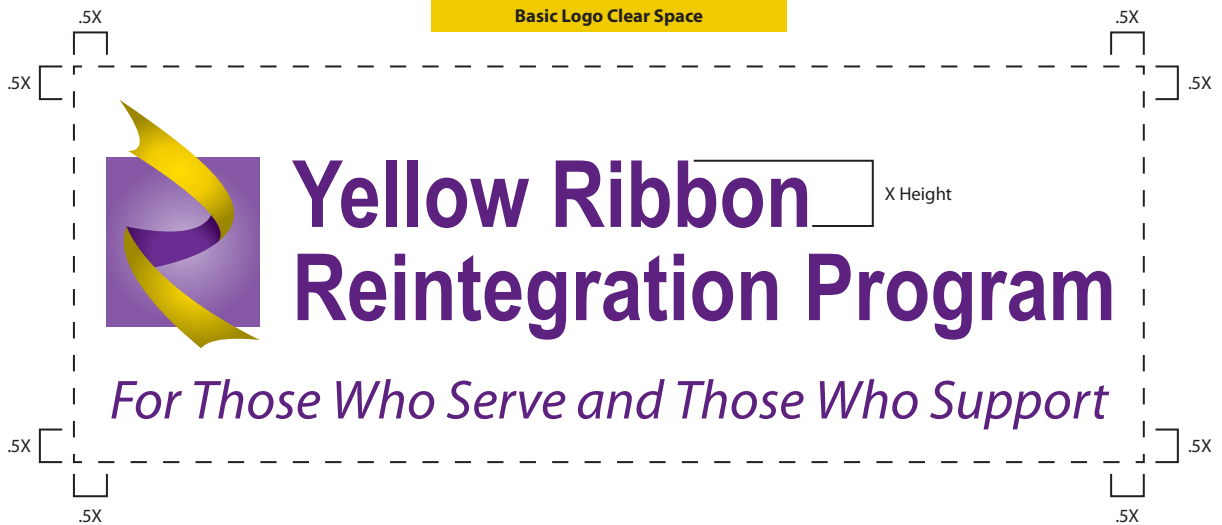
Commonly used terms should follow the usage guidelines (below)

- | | |
|--|---|
| <ul style="list-style-type: none">• Yellow Ribbon Reintegration Program (YRRP)• Program Office (PMO)• Reserve Components (RC)• National Guard Bureau (NGB)• Army National Guard (ARNG)• Air National Guard (ANG)• Army Reserve• Navy Reserve• Marine Forces Reserve• Air Force Reserve• Coast Guard Reserve• community• family | <ul style="list-style-type: none">• family member• Federal• government
(except when referring to the U.S. Government)• Joint• Military Services• multi-Service• National Guard (The State organizations, which are the Army National Guard and the Air National Guard, must be distinguished from their Federal counterparts, which are the Army National Guard of the United States and the Air National Guard of the United States. Taken together, the State organizations make up the “National Guard.”)• service member |
|--|---|

Clear Space Around Logo

The Yellow Ribbon Reintegration Program (YRRP) logo must always be isolated from distracting graphic and typographical elements. The YRRP logo and tagline must be surrounded with sufficient white space to protect the brand identity and ensure its intended position as a focal point. As delineated below, a space equal to or greater than one-half of the X height must remain clear on all sides of the YRRP logo.

NOTE: Do not reduce the YRRP logo below the minimum 1.5" width allowed.



Acceptable Primary Logo Usage



Acceptable Secondary Logo Usage



Tagline

The YRRP tagline is designed to communicate a promise to provide value to the Guard and Reserve community. It embodies the core values of the program as they exist now, as well as a vision of a ready and resilient National Guard and Reserve Force that successfully navigates the challenges of deployments. The YRRP tagline typeface is Myriad Pro Italic.

NOTE: Do not reduce the YRRP tagline below the minimum 1.5" width allowed or when manually keying in the type make sure it is no smaller than 6pt.

For Those Who Serve and Those Who Support

Primary Color Palette

Color plays an integral role in creating the unique look and feel of the Yellow Ribbon Reintegration Program (YRRP) brand identity. It is important that the purple and yellow of the YRRP logo are reproduced accurately and consistently to ensure the brand identity is instantly recognized and remembered.

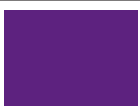
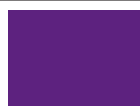
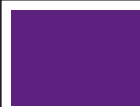



The preferred positive color versions of the YRRP logo are shown below. The primary color palette consists of PMS 526 (purple) and PMS 109 (yellow). Both of these positive colors may be used against any light, neutral colored background that provides sufficient contrast.

For print jobs requiring process colors, the CMYK builds are defined below. Online applications require the substitution of web safe colors that approximate the PMS purple and yellow.



Yellow Ribbon Reintegration Program

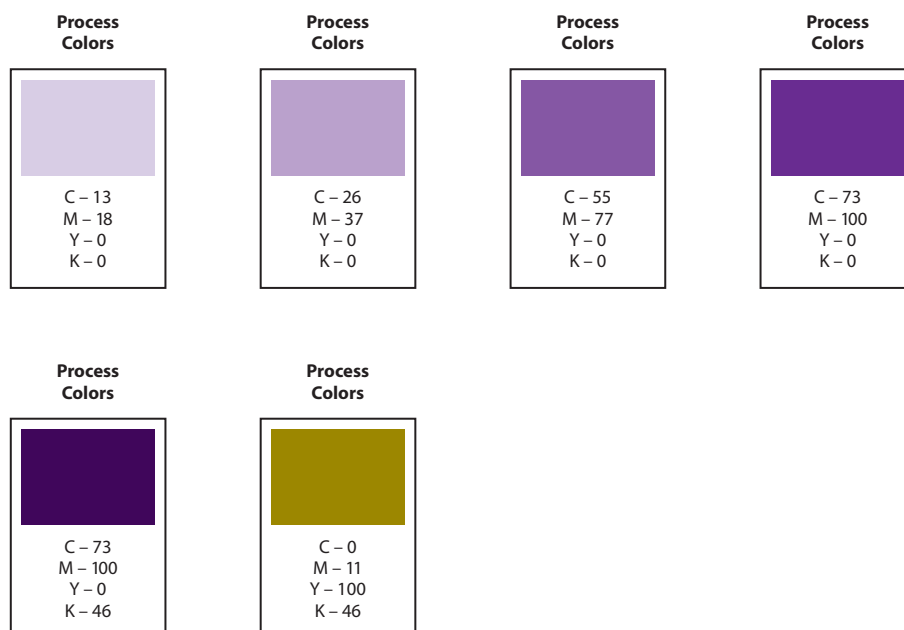
For Those Who Serve and Those Who Support

Pantone Colors	Process Colors	Web Safe Colors
 PMS 526	 C – 73 M – 100 Y – 0 K – 14	 R – 94 G – 35 B – 128 HTML – 5e2380
Pantone Colors	Process Colors	Web Safe Colors
 PMS 109	 C – 0 M – 12 Y – 100 K – 7	 R – 240 G – 202 B – 0 HTML – f1cb00

Secondary Color Palette

The secondary color palette allows designers to create publications, newsletters, slick sheets, brochures and other communication materials that are consistent with the Yellow Ribbon Reintegration Program (YRRP) brand identity.









The secondary color palette was chosen to complement each other in order to give designers the ability to choose combinations that are appropriate to each project. The secondary color palette is offered only as a guide to help keep YRRP communications consistent. It is up to the individual to exercise judgement in using colors outside the recommended palette.



Electronic Color Palette

For electronic applications such as web sites, HTML email, Microsoft® Word or Microsoft® PowerPoint presentations, the color palettes should be rendered in Red Green Blue (RGB) format using the formulas specified below.

Please note that the electronic color palette is offered only as a guide to help keep the Yellow Ribbon Reintegration Program (YRRP) consistent. It is up to the individual to exercise judgement in using color outside the recommended palette.

RGB Builds  R – 94 G – 35 B – 128 HTML – 5e2380	RGB Builds  R – 240 G – 202 B – 0 HTML – f1cb00	RGB Builds  R – 216 G – 205 B – 229 HTML – d8cde5	RGB Builds  R – 186 G – 163 B – 206 HTML – baa3ce	RGB Builds  R – 133 G – 87 B – 164 HTML – 8557a4
RGB Builds  R – 106 G – 45 B – 145 HTML – 6a2d91	RGB Builds  R – 65 G – 6 B – 91 HTML – 41065b	RGB Builds  R – 157 G – 136 B – 0 HTML – 9d8800		

Logo Usage Guideline Colors

While the positive four-color and two-color version of the Yellow Ribbon Reintegration Program (YRRP) logo are preferred, there are instances where the logo must be adapted to meet print requirements. The YRRP logo may be reproduced in black for one-color applications and should be reversed out when placed against a dark background that doesn't provide sufficient contrast.

Do not use the YRRP logo for official correspondence. For guidance on official DoD correspondence, please refer to the DoD Manual for Written Material: Correspondence Management found here (5110.04-M-V1): http://www.dtic.mil/whs/directives/corres/pdf/511004m_v1.pdf

Four-Color Process Logo Usage

Four-Color Logo

■ 73/100/0/14 ■ 0/12/100/7



Four-Color Logo Reversed

■ 73/100/0/14 ■ 0/12/100/7



Two-Color PMS Logo Usage

Two-Color PMS Logo

■ PMS 526 ■ PMS 109



Two-Color PMS Logo Reversed

■ PMS 526 ■ PMS 109



One-Color Logo Usage

One-Color Logo

■ Black



One-Color Logo Reversed

■ Black



Common Logo Application Mistakes

In the course of designing new Yellow Ribbon Reintegration Program (YRRP) materials, individuals may feel compelled to adapt the logo to their needs. Every effort has been made to provide a flexible set of usage guidelines to fit a range of projects, print requirements and media. The guidelines must be carefully followed to maintain our overall goal of consistency.

This page shows examples of common mistakes that apply to all of the YRRP identity marks. In general, do not alter proportions of the identity's individual components or size the YRRP logo below the minimum size. When choosing papers or backgrounds, choose colors that add sufficient contrast with the YRRP logo.



- Do not scale the signature in a non-uniform manner



- Do not skew the signature



- Do not alter the colors assigned to the individual components of the signature



- Do not alter the size relationship between the individual components



- Do not reproduce the signature on a background with insufficient contrast

Font Usage

In order to create a consistent look and feel for the Yellow Ribbon Reintegration Program (YRRP) brand identity across all materials, a complimentary set of typefaces have been selected. The Myriad Pro typeface has been designated as the font family to use in all printed and designed communication materials. Do not use any serif fonts. When Myriad Pro is not available use Arial. The Arial typeface has been designated as the font family to use in all Microsoft® Office communication materials. These would include Word, PowerPoint, etc. Do not use any serif fonts.

For guidance on official DoD correspondence and the use of Times New Roman, please refer to the DoD Manual for Written Material: Correspondence Management found here (5110.04-M-V1): http://www.dtic.mil/whs/directives/corres/pdf/511004m_v1.pdf

Fonts to be used by a graphic designer for brochures, banners, graphics and etc.

Myriad Pro Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345667890

Myriad Pro Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345667890

Myriad Pro Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345667890

Myriad Pro Semibold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345667890

Myriad Pro Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345667890

Myriad Pro Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345667890

Myriad Pro Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345667890

Myriad Pro Condensed Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345667890

Myriad Pro Bold Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345667890

Myriad Pro Bold Condensed Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345667890

Fonts to be used for everyday usage in Microsoft® Office programs such as Word, PowerPoint and etc.

Arial Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345667890

Arial Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345667890

Arial Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345667890

Arial Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345667890

Arial Narrow Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345667890

Arial Narrow Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345667890

Arial Narrow Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345667890

Arial Narrow Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345667890

Fact Sheet Template



Yellow Ribbon Reintegration Program

For Those Who Serve and Those Who Support



What is the DoD Yellow Ribbon Reintegration Program?

The Yellow Ribbon Reintegration Program (YRRP) is a Department of Defense-wide effort helping National Guard and Reserve Service members and their Families connect with local resources before, during, and after deployments. Service members and their Families attend Yellow Ribbon Events where they access information on health care, education/training opportunities, financial, and legal benefits. DoD works in conjunction with Federal partners, including the Small Business Administration and Departments of Labor and Veterans Affairs, to provide up-to-date and relevant information to National Guard and Reserve Service members and their families.

Yellow Ribbon events provide access to civilian and military services and information to help you manage the concerns of deployment.

The Yellow Ribbon Reintegration Program is intended to assist you at any stage: Pre-deployment, Deployment, Demobilization, Reintegration...and beyond!

Is Yellow Ribbon specifically intended for National Guard and Reserve members?

The Yellow Ribbon Reintegration Program is designed to help address the unique needs and challenges of National Guard and Reserve members and their Families during the deployment cycle. It connects the geographically dispersed population of the Guard and Reserve with local services and resources providing support where it's needed most; closest to home.

Finding and registering for Yellow Ribbon Events.

The Event Planning Tool is located under "Find an Event" on the homepage of www.yellowribbon.mil. The schedule of upcoming events is located on that site. Once an event has been approved, registration is facilitated through the Event Planning Tool or by contacting the listed event point of contact for further information and registration.

For more information, contact your chain of command or visit www.yellowribbon.mil.

www.yellowribbon.mil



PowerPoint Presentation Templates

 **Yellow Ribbon Reintegration Program**
For Those Who Serve and Those Who Support



**DoD Yellow Ribbon Reintegration Program
Regional Leadership Conference**





Ms. Marie Balocki, Outreach Director
June 23, 2011


Font: Arial Bold
Size: 28 pt
Color: R: 65 / G: 6 / B: 91

Font: Arial Regular
Size: 12 pt
Color: Black

Font: Arial Bold
Size: 28 pt
Color: R: 65 / G: 6 / B: 91






Word Document Slick Sheet Template



Yellow Ribbon Reintegration Program

For Those Who Serve and Those Who Support





What is the Yellow Ribbon Reintegration Program?

The mission of the Department of Defense Yellow Ribbon Reintegration Program is to promote the well-being of National Guard and Reserve members and their families by connecting them with resources throughout the deployment cycle. Service members and their loved ones have access to programs, services, resources, and referrals to minimize stress during all phases of deployment.

What kind of information is provided at Yellow Ribbon events?

Events are offered at key stages in the deployment cycle: *Pre-Deployment*, *Deployment* (for families and loved ones), *Demobilization*, and *Post-Deployment* (at 30, 60, and 90 days after deployment). Service members and their loved ones attending Yellow Ribbon events have access to information on health care, education and training opportunities, and financial and legal advice.


Yellow Ribbon works in conjunction with partners including: Military OneSource, Employer Support of the Guard and Reserve, Small Business Administration and the Departments of Labor and Veterans Affairs. This collaboration provides informative and interactive seminars and resources that are relevant to members of the National Guard and Reserve community.

Is Yellow Ribbon specifically intended for National Guard and Reserve members?

Yes. Yellow Ribbon was signed into law in the National Defense Authorization Act of 2008. The program is designed to address the unique needs and challenges of National Guard and Reserve members through all phases of deployments.

Where can I learn more about Yellow Ribbon?

Upcoming events can be found by visiting www.YellowRibbon.mil. You can also e-mail YRRP@osd.mil or call 866-504-7092.



www.yellowribbon.mil

Font: Myriad Pro Bold
Size: 11 pt
Color: R: 94 / G: 35 / B: 128

Font: Myriad Pro Regular
Size: 10 pt
Color: Black

“Link to Us” Web Buttons

Please use the instructions below to place a link to the Yellow Ribbon Reintegration Program web site (www.YellowRibbon.mil) on your web site or blog:

Choose a graphic that has the best format for your site or blog. Then, copy and paste the block of HTML code under the graphic into your web page. When you link to the site, please send an e-mail to YRRP@osd.mil to let us know you have posted the YRRP web banner.

Horizontal “Link to Us” Web Banner



Insert HTML Coding

“Link to Us” Web Buttons without Tagline



Insert HTML Coding



Insert HTML Coding



Insert HTML Coding

“Link to Us” Web Buttons with Tagline



Insert HTML Coding

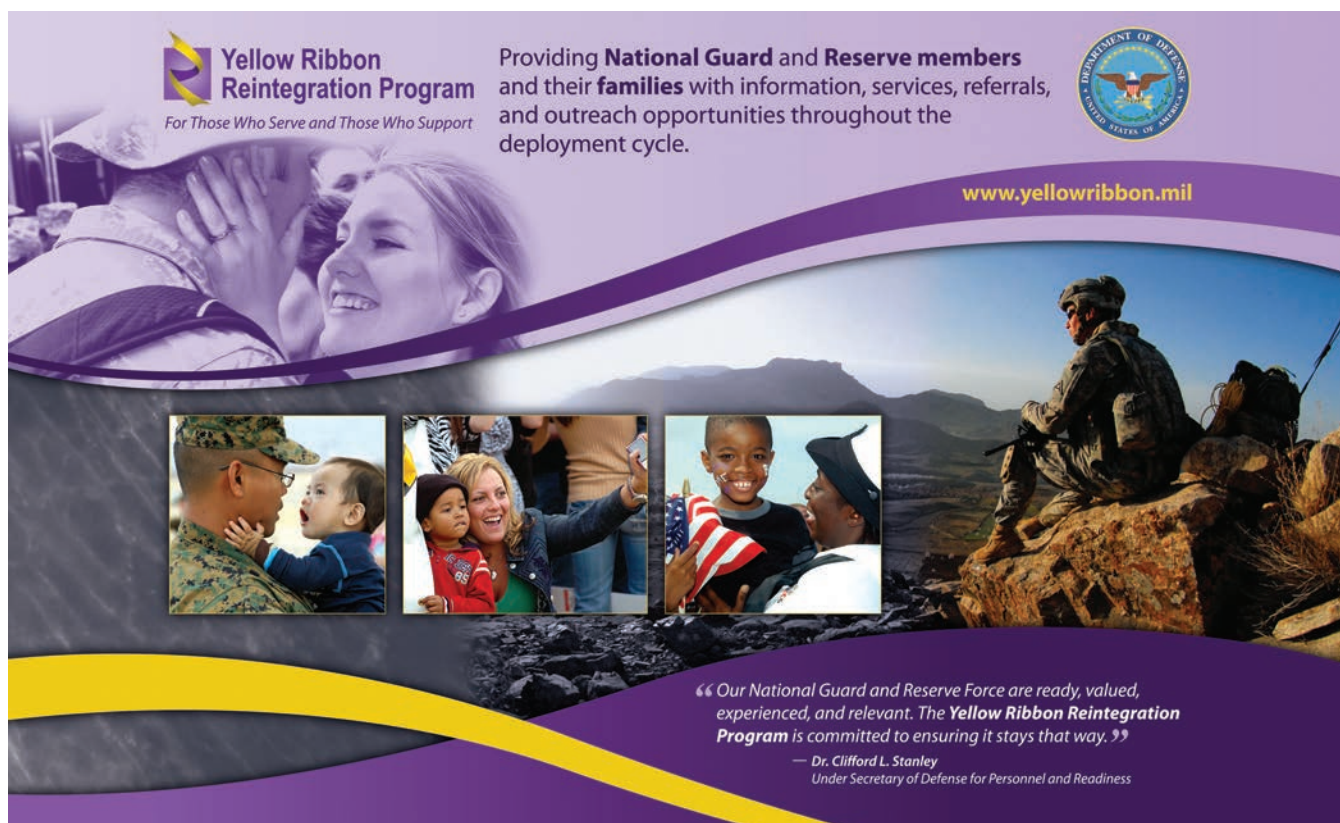


Insert HTML Coding



Insert HTML Coding

10'x10' Exhibit Booth & Case Wrap



Yellow Ribbon Reintegration Program
For Those Who Serve and Those Who Support

Providing **National Guard** and **Reserve members** and their **families** with information, services, referrals, and outreach opportunities throughout the deployment cycle.

www.yellowribbon.mil

*“Our National Guard and Reserve Force are ready, valued, experienced, and relevant. The **Yellow Ribbon Reintegration Program** is committed to ensuring it stays that way.”*
— Dr. Clifford L. Stanley
Under Secretary of Defense for Personnel and Readiness



Yellow Ribbon Reintegration Program
www.yellowribbon.mil

Exhibit Banner Stands (3 Options)



"The Ribbon" Newsletter Template



1st QUARTER FY2012





Yellow Ribbon Reintegration Program
www.yellowribbon.mil

IN THE NEWS

- **AUSA 2011 Annual Conference**
The Association of the US Army's annual conference will take place on Oct. 10-12 at the Washington Convention Center. Be sure to stop by YRRP's event booth!
- **YRRP Launches Redesigned Website**
Yellow Ribbon has launched a redesigned website to provide visitors with easy access to updated content and features. Visit the new site today at www.yellowribbon.mil
- **YRRP Launches YouTube Page**
Yellow Ribbon event videos are now available online on the new DoD Yellow Ribbon Channel at www.youtube.com/dodyellowribbon. Visit the channel today and subscribe to be notified when new videos are posted!
- **2011 ESGR Freedom Awards**
Employer Support of the Guard and Reserve honored 15 employers during its 16th annual Freedom Award Ceremony on Sept. 22 in Washington D.C. The award is the highest recognition given to employers for their support of their employees who also serve in the National Guard and Reserve.

ON THE ROAD

Yellow Ribbon Brings Together Military Families

More than 750 Soldiers, Sailors, Marines, Airmen and Coast Guard members and their families attended a large multi-Service Yellow Ribbon Reintegration event in Dallas-Fort Worth on August 26 to 28.



Service members and their families take part in the Bear Factor Challenge during the Dallas Yellow Ribbon event.

UPCOMING EVENTS

OCTOBER 10-12, 2011
AUSA 2011 Annual Conference

OCTOBER 25-27, 2011
COAST GUARD INNOVATION EXPO

View all upcoming events at www.yellowribbon.mil/events

Navy Reserve Northwest Works to Address Women Warrior Issues


There are many challenges facing service members when they deploy, but female service members may face different challenges than those of their male counterparts. To address those challenges, the Navy Reserve Northwest Region Command has taken the initiative to now provide separate sessions to address women warrior issues and concerns at Pre-Deployment Family Readiness Conferences and Returning Warrior Workshops.

Women Warrior breakout sessions are facilitated by women veterans and supported by counselors from the Navy Psychological Health Outreach Program, Veterans Affairs, and Vet Centers. The sessions are held in a comfortable environment where women can openly discuss their concerns and issues that typically are not addressed in other sessions. Facilitators encourage the women participating to drive the discussion and offer techniques to cope with common stressors of deployment. The Northwest Region Command also hosts sessions for family and loved ones of deploying female service members. These sessions provide a venue to share concerns, learn about resources, and build a support network while their service member is deployed.

DID YOU KNOW?

Female service members make up 20% of the military and often face unique challenges:

- Three times more likely to commit suicide than civilians (Portland State University, Dec. 2010)
- Aged 18 to 34 at highest risk for suicide (Portland State University, Dec. 2010)
- Twice as likely to get divorced than their male peers (RAND National Defense Institute, April 2007)
- About 1 in 5 women seen at Veterans Health Administration facilities respond "yes" when screened for Military Sexual Trauma (National Center for PTSD, Feb. 2010)



1st QUARTER FY2012



Yellow Ribbon Reintegration Program
www.yellowribbon.mil

InTransition: Mental Health Support for the Guard and Reserve Community

Geographic transitions are an integral part of military life. They afford an opportunity for growth and reward. Yet they can complicate difficult health care issues by breaking continuity between providers. When transitions include deployment or return to civilian life, it's important to ensure our nation's warriors have the right support systems in place. For guardsmen and reservists who are receiving treatment for psychological health concerns, the InTransition program offers coaching support as they move between health care systems or providers. "For some individuals, behavioral health care may be a life-long process, following them from their Department of Defense service through transition to the Department of Veterans Affairs (VA)," says Capt. Paul S. Hammer, Defense Centers of Excellence for Psychological Health and Traumatic Brain Injury Director. "Psychological health and well-being are key components of a healthy, fit force. For this reason, the Military Health System is committed to providing continuous care to service members, veterans and their families – anytime, anywhere."

How Does InTransition Provide Coaching and Support?

InTransition Transitional Support Coaches (TSCs) are specially trained volunteers that support warriors who are concerned about continuity of their mental health treatment during relocation or return to civilian life. TSCs have access to numerous community resources to provide location specific information and support individuals as they move between health care systems or providers throughout the transition period.

Who is Eligible to Use InTransition?

- Service members who recently received or are receiving behavioral health care and are scheduled for a permanent change of station or an extended temporary duty station.
- Wounded, ill and injured service members who recently received or are receiving behavioral health care and are returning to their home station after rehabilitative care at a military treatment facility, warrior transition unit or VA facility.
- Service members who recently received or are receiving behavioral health care and are separating from active duty or otherwise are transitioning to the VA or TRICARE network.
- Reserve Component members being activated who recently received or are receiving behavioral health care and must transition VA care to a military treatment facility or to the TRICARE network.
- Service members making transitions from one location to another, including a deployed setting, who have been receiving behavioral health care but do not fall into one of the categories above. Reaching out is a sign of strength – and there are two easy ways to do so:

Ask your current health care provider or call **800-424-7877** (toll-free CONUS) or **800-424-4685** (toll-free OCONUS). You can also visit www.health.mil/InTransition.

"Getting help is what real warriors do."

– Dr. Jonathan Woodson
Assistant Secretary of Defense for Health Affairs

At the 2011 Department of Defense/Veterans Affairs Annual Suicide Prevention Conference, Dr. Jonathan Woodson, Assistant Secretary of Defense for Health Affairs said a key to preventing suicide is reducing the stigma associated with mental health care. He stressed that seeking mental health care is a sign of strength, not a sign of weakness adding that, "Getting help is what real warriors do."

QUICK POLL

YRRP stakeholders were recently asked how often they use social media (e.g. facebook, Twitter, YouTube). The results are in...

DAILY	45%
ONCE A WEEK	17%
ONCE A MONTH	7%
NEVER!	20%



Total Votes: 194

CADRE CORNER

Post-Traumatic Stress Disorder (PTSD) is tied to particular life experiences that typically involve the potential for death or serious injury resulting in intense fear, helplessness, or horror. Coping Skills for dealing with PTSD is tied to healing 3 key areas: The Body, The Mind and The Spirit.

YRRP provides a talent pool of individuals available at no cost to your Service to deliver dynamic sessions at Yellow Ribbon events, known as the Cadre of Speakers. Raquel Omelas is a licensed counselor who currently facilitates substance abuse counseling for individuals and groups. She has experience conducting depression, anxiety, and substance abuse screening and provides psychoeducation and psychotherapy.

Submit your YRRP speaker requests now for your events through December 31st, 2011 at www.yellowribbon.mil.

Yellow Ribbon Reintegration Program
Contact the Yellow Ribbon Reintegration Program by e-mailing YRRP@red.mil or calling 866-564-7892.

www.yellowribbon.mil



Yellow Ribbon Reintegration Program

For Those Who Serve and Those Who Support



Office of the Assistant Secretary of Defense for Reserve Affairs
Yellow Ribbon Reintegration Program
1500 Defense Pentagon, Room 2D583
Washington, DC 20301-1500

www.yellowribbon.mil